

News Release



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Effective Today

Hearst Castle® to Increase Tours

SAN SIMEON – In a move benefiting both visitors from afar and the local economy, State Park officials announced the resumption effective today of tours that were trimmed at famed Hearst Castle® last summer.

"Hearst Castle® is a crown jewel in the State Park system, and an economic engine for this region," Ruth Coleman, Acting Director of California State Parks, said in announcing restoration of the tours.

"During these tough economic times, State Parks will do the best it can to ensure that the public can experience all that the magnificent Hearst Castle® offers," she said.

A 10 percent decrease in tours was announced last July as State Parks responded to the state budget crisis. Kirk Sturm, Superintendent of the San Simeon State Parks District, said the tours are able to resume by shifting spending priorities within the San Simeon District of State Parks.

It was projected that about 86,000 fewer people would have been able to take the tours this year had the tour reduction remained in effect. Park officials also said the castle could have lost more than \$800,000 in ticket and other sales as a result of the cutback.

"Our goal continues to be to provide the highest quality interpretation and education to the public, while acknowledging the positive impact Hearst Castle® has on California tourism," Sturm said.

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